

**MINUTES OF THE REGULAR MEETING OF THE
TOBACCO USE PREVENTION AND CESSATION EXECUTIVE
BOARD
July 19, 2001**

Mr. Bain Farris, Chairman called the regular meeting of the Tobacco Use Prevention and Cessation Executive Board to order at 2:26 p.m., EST, in the 2nd floor conference center of the ISTA Building.

The following Executive Board members were present for all or part of the meeting:

Mary Deprez, for Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Karla Sneegas, MPH, Executive Director
Alan Snell, MD
Michael Blood, MD
Peggy Voelz
Frank Kenny
Stephen Jay, MD
Richard Huber, MD
Robert Keen, PhD
James Jones
Pamela Peterson-Hines
Robbie Barkley
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
J. Michael Meyer
Steve Simpson, M.D.
Matt Steward for Steve Carter (Ex-Officio)

The following Advisory Board members were present for all or part of the meeting:

Arden Christen, DDS
Cecilia Bordador
Olga Villa Parra

The following Executive and Advisory Board members were not in attendance:

Patricia Hart
Katie Humphreys (Ex-Officio)
Mohammad Torabi, Ph.D.
Alice Weathers
Kay Wheeler
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)
Kate Taylor (Advisory Board)
Steven Guthrie (Advisory Board)
Kiki Luu (Advisory Board)
Diana Swanson, NP

Agency staff in attendance:

J.D. Lux, Deputy Director & General Counsel
Phil Lehmkuhler, Director of Contract Administration
Anita Gaillard, Director of Community Programs
Celesta Bates, Finance Officer
Miranda Spitznagle, Director of Program Evaluations
Becky Haywood, Administrative Assistant
Evan Martin, Intern
Bernie Marshall, Intern

Others in attendance:

Penny Davis, Indiana State Excise Police
Louise Polansky, Department of Mental Health
Darla Shields, MZD Advertising
Harry Davis, MZD Advertising
Sharon Shotts, MZD Advertising
Deb Mallah, MZD Advertising
Ashley Templeton, MZD Advertising
Margaret Davidson, MZD Advertising
Marina Angelo, MZD Advertising
Mike Sofer, MZD Advertising
Jeff Gamble, Interactive Latino Consulting Corp.
Antonio Cato, Interactive Latino Consulting Corp.
Chuck Wolfe, Tobacco Control Consultant
Rob Anderson, Nixon Group
Fred Bingle, Bingle Marketing
Dr. Rick Markoff, STAR Alliance
Mitz Hurst, Martin University
Sue Sheridan, Martin University
Angela Holloway, Indiana University
Terry Zollinger, Indiana University
Becky Tuttle, Marion Co. Health Dept.
Sandy Cummings, Marion Co. Health Dept.
Grant Monohan, Indiana Retail Council
Joe Hunt, ISDH
Greg Ullrich, ISDH
Derek Sublette, Baker & Daniels
Mike Pitts, IPCA (Indiana Petroleum)
Jeff Stutesman, INAN, Indiana Newspaper Advertising Network
Bruce Bryant, Promotus Advertising
Steve Rupp, Indianapolis Junior Chamber of Commerce
Jennifer Rice-Snow, American Cancer Society
Jack Halloran, American Cancer Society
Debi Hudson, IU Nicotine Dependence Program
David Blackner
Deanna Lang, Red Key Pharma
Kevin Gfell, Indiana Academy of Family Physicians
Stephen Key, Hoosier State Press Association
Jason Zickler, Indiana Newspaper Advertising Network

Mr. Farris called the meeting to order.

Mr. Farris called for approval of the minutes of the May meeting. Minutes were approved with corrections noted.

Mr. Farris asked Ms. Sneegas to report on the process used to evaluate the proposals for the Media Broad Agency Announcement.

Ms. Sneegas noted that on April 19th the Indiana Department of Administration (IDOA) issued the Broad Agency Announcement (BAA). The agency worked closely with the IDOA through out the process. A BAA is issued on behalf of the State of Indiana through IDOA. The agency works closely with IDOA during the process. The Board recommended an evaluation team to be made up of board members, advisory board members, agency staff and national experts. The evaluation team was approved by IDOA and each member signed a conflict of interest statement to confirm that no member held a financial interest related to any proposal. The deadline of May 25th was extended to June 4th due to the large volume of questions received regarding the BAA. On June 5th, copies of 9 proposals were delivered to the Agency to begin the review process. Proposals were then distributed to each member of the evaluation team for review. The evaluation team convened on June 14th to begin review of proposals, with the initial review being done on all 9 proposals in one day. The task for the first review meeting was to narrow down the list of proposals to the top three (3) proposals. The IDOA was provided the list of the top three (3) with an analysis of the evaluation team comments. The IDOA contacted each of the final 3 proposals make a presentation to the evaluation team on June 21st. At that time, those proposals that were not selected for final presentations were also notified by IDOA. The evaluation team compiled a written report to IDOA. The evaluation team reconvened on June 21. The finalists provided a 60-minute presentation to the team, providing details about their proposal, their concepts, and plan. This was followed with a 30-minute question/answer period where evaluation team members asked questions specific to the proposals. Each team was limited to no more than seven (7) participants.

Mr. Keen announced that the unanimous decision by the review team was to select MZD and it's subcontractors as the recommended agency to head the Board's media efforts. One outstanding thing for this agency (MZD) was the material had already tested in the field before they came. In addition, the team was impressed by the subcontractors that were a part of the proposal, which included Promotus Advertising (Indiana's largest African American advertising firm), Chuck Wolfe (who started the Florida Tobacco Prevention Program), and Nixon Group (Public relations group that has organized national youth tobacco summits.)

Mr. Farris gave a word of thanks to Mr. Keen and all of the review team and introduced Mr. Harry Davis, MZD's Chief Operating Officer. The MZD team provided an overview of their proposal to the Board.

Dr. Blood moved that the executive board as a whole accept MZD as the new advertising firm, seconded by Dr. Huber. Motion approved.

Evaluation Committee – Ms. Sneegas said because of different schedules and because of the participation in the Black Expo Luncheon the evaluation committee did not meet.

In the next month we will have a BAA for the Evaluation Coordinator Center, which will be going out from IDOA.

It was recommended that the Board enter into an Memorandum Of Understanding with the Indiana State Department of Health (ISDH) total cost to supplement the BRFS telephone survey in order to collect more in-depth tobacco data. The total cost is \$50,000: \$35,000 for an additional 1000 surveys and \$15,000 for two additional tobacco models. Dr. Blood moved that we approve the motion, seconded by Dr. Jay. The motion passed.

The Long Range Planning Committee met in June, but not in July. The staff is holding one-day training workshops to help communities prepare applications for funding. Groups that are going to be involved in writing applications for the community-based partnerships and the minority based partnerships should attend the workshops. The workshops will be held in 10 locations around the state. The workshops will use the Communities of Excellence training manual. Applications for funding will be handed out at the meetings. A mailing will be going out to everyone on our database including everyone that attended the Community Informational Meetings. Anyone who attended the Community Informational meetings in July will receive a list of everyone's name from their county who attended any of those five meetings.

Ms. Sneegas shared information on quit lines that was obtained at a meeting on quit lines held by the American Legacy Foundation. Their protocol includes a nationwide quit line that will start when the Great Start ads are launched in September. Callers will receive counseling over the phone. In addition, a number of states have a quit line as part of their comprehensive programs.

There was a lengthy discussion on the effectiveness of quit lines. Questions included:

- ❖ How effective quit lines are?
- ❖ What part of the budget has been set-aside for this?
- ❖ What about value verses price?
- ❖ Who provides the service for quit lines?

The typical cost is \$50-\$100 per caller that is put into the counseling system. The caller usually receives a minimum of three counseling sessions. Ms. Sneegas said we could use the BAA process to get the best service for the lowest cost. Mr. Farris and Dr. Jay agreed that the Board needs to establish a cost. Ms. Sneegas talked about some of the points made at the American Legacy Great Start Campaign meeting. Their concern was to make sure that people seeing ads would have someplace to go to access information on quitting.

Mr. Keen made a motion to authorize the staff to research more information on quit lines and to report back at the September meeting.

Staff Update:

Ms. Sneegas said staff had doubled since the last board meeting. All seven staff members were introduced.

Ms. Celesta Bates gave a financial report. Financial sheets were distributed. A motion to accept the financial report was made by Dr. Jay, seconded by Ms. Barkley. The motion was approved.

Mr. Lux gave an update on the status of the contract with the State Excise Police. Disbursements will be quarterly. The State Excise Police have established a toll free line for members of the public to call.

Ms. Sneegas reported on the Great Start Campaign, a campaign targeting pregnant women that is being sponsored by the American Legacy Foundation. First Lady Judy O'Bannon is going to be working with the Legacy Foundation to promote the campaign in Indiana.

Ms. Sneegas gave a word of thanks to Dr. Snell for assistance with the pilot training of the Communities of Excellence Meetings. An update on the five (5) Community Informational Meetings held in July was provided.

Ms. Sneegas thanked the Board members who had attended the community informational meetings in July.

Mr. Lux reported on a White House Commission report on tobacco growers and public health tobacco issues. The report/ proposal would require congressional action. Members of the commission are pushing this very hard at the national level.

The next Long Range Planning Committee meeting is tentatively scheduled for Aug. 28th from 10 a.m. to noon here at the ISTA building.

The next Evaluation Committee meeting is scheduled for September 20th from 11:00 a.m. to 1:00 p.m. here at the ISTA building.

The next Executive Board meeting is scheduled for September 20th from 1:00 p.m. to 4:00 p.m. here at the ISTA building.

Mr. Farris said he appreciated the boards support and guidance.

Meeting adjourned.